

Suunto statistics reveal: China has started to exercise again after Coronavirus lockdown – Italians and Spanish are sleeping better than before

Finnish company Suunto, known for its globally renowned smart- and sport watches, share their data on exercising during the coronaviruspandemic. In China, they already show an improvement after lockdown.

Suunto products are used by millions worldwide and the company has now revealed how exercising in different countries has gone through dramatic changes during the coronaviruspandemic. The information is based on the anonymous user data of millions of Suunto sport- and smartwatch users around the world*.

The situation has been unusual around the world. However, the striking thing is that, in the country of origin of the coronavirus epidemic in China, Suunto has seen positive readings.

In January, Chinese users of Suunto products walked on average 9300 steps. As the quarantine began in February, the amount dropped to about 7300 steps. In March however the steps have already risen to 8900.

There are also other signs of the country returning to normality after the crisis. Chinese Suunto users exercised 37% less in February, compared to similar statistics from January. The data in March however indicate that, the percentage has risen by 4% compared to the January data, which means that Chinese users have started to reclaim their time spent in quarantine in the form of exercise, as they return to everyday life.

Exercise in Finland changes quickly

The prevalent state of emergency has significantly impacted exercise in Finland, the country in which Suunto headquarters are located. Data provided by Suunto indicates how the exercise habits have shifted after the government's instructions to maintain social distancing.

The user data shows that swimming has decreased by 76 %, which can be contributed to public swimming pools shutting down. In turn going to the gym has decreased by 30 % as goes for similar exercises like spinning.

In turn cycling increased (+66%), mountain biking (+50%) and hiking (+40%), while running, circuit training and walking have increased. Statistics clearly indicates that Finns have taken their exercise outdoors. A curfew is yet to be implemented in Finland, but people are urged to stay at home as much as possible and to abide by the government issued instructions and suggestions when exercising outdoors.

According to Karoliina Tiuraniemi, consumer needs and propositions Manager at Suunto, "Dramatic changes in Finns everyday life reflects on their exercise habits. The data clearly shows a spike at which point Finns call it a day when working from home."

The quality of sleep improved in Italy and Spain

Italy and Spain are amongst the worst affected by the corona epidemic in Europe, and in both countries being outdoors has been severely restricted. This is also shown in Suunto's data. E.g. in Spain, long, over 90 minute exercises have dropped by 60%. In Italy the same number is 50%. However, in both countries yoga has risen significantly.

Suunto watches also measure the sleep of their user as well as the quality, which provides interesting data. In both Italy and Spain both the quantity and quality of sleep has been on the rise since the quarantine started.

Before the crisis the average time for Italians was 6 hours and 30 minutes. After the quarantine began it has risen to 6 hours and 44 minutes. In Spain the rise has been from 6 hours and 27 minutes to 6 hours and 37 minutes. In Italy the quality of sleep has risen on average by 7%, while in Spain it has risen by 5%.

In Finland there is yet to be a significant change in quantity or quality.

“ In countries where social distancing has been restricted the most, it is understandable that the amount of exercise and calorie burn goals go unfulfilled. Exercising is an important part of both mental and physical health and Suunto wants to help create solutions around the world, so that people can stay physical at home”, Karoliina Tiuraniemi states.

*** The data does not collect personal details, it is handled as a whole. Suunto uses it to develop new features, products and services.**

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